PHOTOGRAPHIC JOURNALISM

LESSON TEN

UNIVERSAL PHOTOGRAPHERS
INC.

10 WEST 33RD STREET · NEW YORK, N. Y.

Read Each Lesson with Great Care

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of the Complete Course in
Photographic Journalism

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LESSON X

MAKING PHOTOGRAPHS FOR TRADE PAPERS and SIMILAR PUBLICATIONS

1. There is always something fascinating about a news stand. The gay colors of the various publications striving against each other to attract your attention provide a color effect which cannot be ignored. One begins to wonder what all of those publications contain, and we walk a little closer so we may read the titles and the type display, which appears upon the cover.

TYPES OF MAGAZINES

2. We notice the fiction magazines, *The Blue Book, Hearst's, Red Book* and others, than there are the Movie and Talkie "fan" magazines, the more serious *Atlantic Monthly, Review of Reviews, Harpers.* We also notice the magazines devoted to women and those which center about the home and garden. There are certain more or less local publications which in New York are represented by *The New Yorker, The Brooklynite, Charm, Broadway Brevities* and others. There are the national weeklies, radio, and sports publications. *Popular Mechanics, Popular Science* and *Scientific American* are there too.

TYPES OF READERS

3. More interesting than the magazines themselves, however, are those who come to purchase. Let us study these customers of the news vendor. A girl from school buys *The Literary Digest* and the boy with her secures a copy of *Popular Mechanics.* A man of middle age, in sober black garb and of austere countenance looks over the display

and walks away with *True Confessions!* We were fooled there. A comfortably built man who fairly radiates good fellowship selects the *Saturday Evening Post,* no doubt a salesman who has a short journey to make. The stream goes on never ending, but there is one significant point which we cannot ignore.

4. Repeated sales of the same publication are made to all types of people. There is no possible way of guessing who will purchase a particular magazine. Although there are certain classes represented such as magazines for women, for the home, for the fiction lover and for the serious minded, these classifications are as broad as humanity, so we class these publications as *GENERAL MAGAZINES.*

5. Although these are the publications with which we are the most familiar, they really constitute only a portion, a comparatively small portion of the magazines published in this country.

6. Come and pay a visit with me to the great news stand in the basement of the Times Building in New York. Let us stand here out of the path of the busy crowds hurrying to and from the subway, and read some of the titles. The first thing which strikes us is that most of the publications on display are strange to us. Perhaps the news dealer will allow us to examine some of those which arouse our curiosity.

TRADE PUBLICATIONS

7. *Thumb Tack,* the title is interesting, certainly, but what can it be? Oh, certainly, it is devoted to commercial art. Then *Architecture, Pencil Points, Veneers, Construction Methods* all devoted to building. *Farm Mechanics* and *Power Farming* are interesting to those who have lived upon a farm. *Candy* certainly arouses our interest and describes the contents exactly. *The Ice Cream Review* and *Macaroni Journal* are publications whose existence surprises most of us. *Sweets* of course is similar to *Candy.*

8. More substantial interests are represented by *The Banker's Monthly* and *The Business Week.* Raw materials are also represented by publications which, as to paper, typography and appearance rank with our best publications. Let us see, here are *Brick and Clay Record, Concrete, Pit and Quarry* and *Stone.* These would apparently present rather solid reading, not to say heavy.

9. Perhaps *The Laundryman's Guide* will not prove to be as popular a seller as *The Home Bartender's Guide,* but it at least shows that there is a deep interest in our weekly wash. But just to give the laundryman a little help we see *Coal Age, Black Diamond* and *The Coal Dealer.* As long as we are considering cleanliness let us note *The Beautician, The Wave* and *The Barber's Journal.* That of course brings the thought of cosmetics, and the Drug Store, of course. Here are their

periodicals, well represented by *The American Druggist, Apothecary, Paint Oil and Chemical Review* and a host of others.

10. But we are spending too much time at the news stand. Let us give a last hasty glance and then go home to our study. We see among others, these which arouse our curiosity:

American Furrier
American Hatter
Bags
Corsets and Brassieres
Cotton
Modern Packaging
Textile Review
Battery Man
Electrical Dealer
American Machinist
Chemical Engineering
Oil
Power
Embalmer's Monthly
Furniture Index
Printing Industry
Radio
Shoe Executive
Railway Journal
Brooms, Brushes and Mops
Pet Dealer
Toy World
Wall Paper
Ceramic Age
American Miller
American Grocer
Peanut Journal
Good Hardware
American Brewer
Hotel Bulletin
Smoke (Tobacco Journal)
Tobacco Leaf
Jeweler's Journal
Optical Journal
Harvard Law Review
American Medicine
Marine News
City Builder
The Editor
American Deaf Citizen
Dancing Master

—but we really must leave, it will take us an hour to get home. However, the visit has been highly successful in showing us that in our profession of Photographic Journalism, we have a vast market among these *Class* and *Trade* publications. This market is not widely known to the general public, but it presents a market which will pay us quite as well as the more widely known *General* class.

TRADE PAPERS OF HIGH QUALITY

11. These periodicals are usually of the highest class being well printed upon the best of paper, and made up in the most attractive manner.

12. There are the larger classes, such as *Religious, Agricultural, Juvenile* and similar classes which are of such nature that the publication, while having a wide general appeal, is too restricted to be included in the *General* class, and too broad for strict class limitation. These will be discussed, however, in this assignment.

THE TRADE PRESS

13. The Trade Publications, called collectively the *Trade Press,* offers an exceptional opportunity to the photographic journalist. No matter what his hobbies, his outside interests or previous occupation they will provide him with specialized knowledge which will, in turn, make possible the production, by him, of photographs acceptable to the trade publication. The same thing is true of the beginner in photo-

Fig. 1.—*A typical example of trade paper illustration. This photograph lacks action and human interest, but such examples are common in the trade papers. This is a result of necessity, not choice. In making photographs for the trade press, follow the usual rules. The editor will appreciate your doing so.*

graphic journalism. Before leaving his present profession, he can, during his spare time, make photographs for the trade publications which cater to his present occupational field. The list of such publications which has been given is not at all complete, in fact hardly one percent of these publications is listed. There is not a recognized occupation, hobby or sport which is not represented by some publication.

14. The trade press offers an exceptionally good opportunity because you can select those which deal with the profession or trade with which you are most familiar or in which you are most deeply interested. This means that you will be able to supply the editor with photographs which indicate an intelligent appreciation of the type of material which

he needs. Thus you can start into this field by making photographs to illustrate the occupation in which you are engaged right now.

TRADE PRESS DEMANDS HIGH QUALITY PHOTOGRAPHS

15. For some reason writers and photographic journalists prefer to submit their work to the general magazines. These who are established in their profession occasionally submit material to the Trade Press. However this material is usually inferior material which has been rejected by the general magazines. These photographers seem to think that anything is good enough for the trade paper. This is indeed an unfortunate condition as the trade paper editors have come to expect such treatment from contributors and in order to keep up the quality of their publications, they have been forced to adopt an attitude which is rather forbidding.

16. However, if you will contribute good photographs, your best work in fact, to this division of the magazine field, you will find that the editor of the trade paper is glad to get them and will reciprocate with payment as good as that made by the general magazines, and often even better. But don't try out the trade paper editor with your second grade material.

17. *The Trade Press is a high class publication field. The periodicals themselves are of the best and the editors demand material which is of equal quality! If you will regard the trade press as your best market rather than as a "pot-boiler" you will find it pays extremely well.*

18. If you want to achieve success from the start, select some publication which serves a field in which you are interested. Let us suppose that you are a salesman in a department store in a small town. In preparation for Christmas you have been told to decorate a window with toys. You may select for the center of the window some structural toy which bears the trade name *Varistructor*. When the window is done, make a photograph of it, preferably at night when the window may be photographed by its own illumination. Use a long exposure and make sure that there are no reflections in the window which will photograph.

When the photograph is done you wonder what you can do with it.

MULTIPLYING SALES TO THE TRADE PRESS

19. After considerable thought you write a simple explanation telling the name of the store, the name of the town and the size of the town. Any other pertinent facts should be added. This is mailed to some magazine dealing with retail store displays such as *Retailing*. Then another copy is sent to *Toys and Novelties*, still another copy to

the manufacturer of the Varistructor toys and a fourth to the local newspaper. This shows how you can dispose of several copies of the same picture to various users. However, when you sell several copies of a picture, be sure that you do not sell to competing publications. It would not be ethical to sell the same thing to two different retailer's magazines or to two toy journals, but as long as you sell to publications which are not in direct competition you may sell as many copies as you please.

20. In selecting the publications to which you will submit your photographs, you must be guided to a great extent by the character of the photographs used by that publication. A study of the publication itself will be the best guide. However if you can secure an original photograph or better yet, a series of photographs, which aptly illustrate the subject matter of that publication, do not hesitate to submit them. NEVER, however, make the mistake of submitting photographs which are obviously unsuited to the needs of the particular publication.

21. The one important thing to remember in developing your idea is to regard the subject matter from the point of view of the readers of your magazine. The photographs which you make must be interesting to them, regardless of your own personal attitude. Success in this field depends to a great extent upon your ability to visualize the mental attitude of others.

SELECTING THE PROPER MARKET

22. Let us make use of a specific example. Let us suppose that you are asked to prepare some material for a magazine devoted to the printing trades, particularly in the field of book printing and binding. With this in view you visit a great book plant. Here you will be amazed to see books printed and bound, completely manufactured with only two or three manual operations, the rest being entirely automatic. You will see huge presses which print more than one hundred pages, upon a single huge sheet of paper, a sheet which is printed on both sides in one trip through the press. Often indeed a complete book is printed upon this one sheet, a complete book every second or so! You will marvel at the ingenuity of arranging the type matter so that when this huge sheet is folded and refolded in an automatic machine, the pages follow each other properly. You will see bindings being made from long strips of cloth and cardboard and you will see these bindings applied by an automatic machine. You will secure material for a wonderful series of photographs, but when the series is complete you should send it to some magazine which sells to the general public—a printing magazine would hardly be interested as this is all commonplace to that industry.

23. If you want to make photographs for the printing magazines, make them of some such subject as:

A single type unit less than 1/16th inch square upon which is engraved the entire Lord's Prayer.

An exceptionally well done book exhibiting unusual typography.

A man who prints books upon a hand press from hand set type. Do not neglect to photograph the man in each stage of making the book.

A photograph of a valuable old book with a large photograph of one or more pages.

Photographs of some printing plant in a remote part of the world.

VALUE OF THE UNUSUAL

24. Thus you see that in writing for the trade papers you must adopt the point of view of the reader, presenting to him pictures which are closely identified with his trade, but which are unusual *even to men whose lives are devoted to this trade!*

THE PROFESSIONAL PRESS

25. The trade press has several divisions, the most apparent being the division into the strictly trade press and the professional press. The professional press is usually closed to the photographic journalist unless he happens to be a member of one of the professions. In that case he may contribute to the journals which cater to his specific profession.

26. The professional press may be considered to be made up of those publications which deal with the technical phases of teaching, law, medicine and the church. The last should not be confused with the religious publications printed for the layman.

ENGINEERING MAGAZINES

27. There is a very large and important class of professional-technical magazines which may be roughly grouped under the heading of engineering magazines. These are technical, and as a rule even more exacting than the professional group, but due to the nature of their subject material they offer many opportunities to the photographic journalist. These magazines include those which serve the fields of industrial chemistry, industrial electricity, civil, structural, municipal engineering, mechanical engineering and similar fields.

EXECUTIVE AND MANUAL CLASSES

28. The remaining trade press may be divided into the executive and manual groups. The executive group deals with the business and management of organizations. For example *Pit and Quarry* tells how

to manage gravel pits and quarries, how to prepare the raw material for sale and so on. It is for the manager or the executive officer of the plant.

MANUAL ARTS

29. The other group, the manual group, is the individual employee's magazine. *The American Machinist* tells how to do the individual job.

Fig. 2.—*A photograph properly made without action. In this case the subject and angle are such that the picture is complete without human interest. As a matter of fact, the unusual angle, such as this, can often be used as a substitute for the purely human interest element.*

How the machinist can do his work whether he is making machinery for a bakery or building airplanes. It is the magazine of direct interest to the worker—although it is also welcome upon the desk of the executive.

30. Looking at the field in another way, we find that there are magazines devoted to the production of raw materials, another group deals with the refinement of the material, a third with the use of the raw material in making something, another group with the executive

management of the plant where the making is done. Still another deals with selling the completed article and finally in some magazine there will appear a story dealing with the use of that article which was made.

31. *If that article is in common everyday use, such as an automobile, the last magazine, MOTOR perhaps, is a class interest magazine—but if it is a professional product such as a microscope the last magazine will still be a trade or professional publication.*

WORK IN A TRADE FIELD WITH WHICH YOU ARE FAMILIAR

32. The best way in which to learn what kind of photographs to submit to the trade press is to secure the magazines serving the trade or profession with which you are most familiar. Study carefully the manner in which the material is presented and then try to think up some original subject which you can treat in a similar manner.

33. *TRADE PRESS SUMMARIZED:* Publications of this class are circulated among the leaders of the various trades and professions. Almost all professional men read their specialized magazines, but among the trades you will find that only the better workmen read their trade papers—and that those who are interested enough in their trade to read the journals are already on the way to the top. *In preparing material for the trade and professional journals you are writing for experts!* Be sure of any statements you make, and if possible have your photographs and descriptions examined by an expert in this field before submitting them to an editor.

TRADE PRESS REQUIREMENTS

34. The trade press wants:

1. Material which will inform readers about the latest developments in their field.
2. Material which will inform readers how to perform their duties with higher efficiency.
3. Information as to how similar work is performed in other countries.
4. Information as to how similar work was done in ancient times.
5. Curious and interesting objects and events which have some definite connection with the industry represented by the publication.
6. Well known personages engaged in this industry or in any way connected with the industry.

35. The photographs themselves must:

1. Be of the highest quality.

2. Be made with a view to emphasising the interesting points of the subject photographed.
3. Be accompanied by a description which gives ALL of the facts, briefly and clearly, arranged in logical sequence.

TYPES OF HOUSE ORGANS

36. *HOUSE ORGANS:* Trade papers are devoted to the interests of the general divisions of industry—but you will find that hundreds of the larger business organizations issue their own publications. These privately owned publications, published in the interests of a single organization are known as *House Organs*. Railroads, automobile companies, manufacturers and so forth issue them. As a rule they are well printed and in the case of manufacturing concerns the distribution also includes customers, so they are made as interesting as possible.

37. One class of house organ is issued primarily for the employees of the organization. In this case little outside material is used and the market is limited. In such cases the best material to submit consists of photographs of the product of the company used in some out-of-the-way corner of the world.

38. Another class of house organ is issued for distribution among agencies and customers. These publications are excellent markets for any material which will call attention to the value and quality of the product or service rendered by the company. It must be remembered that while the trade press wants as little mention as possible of specific manufacturers and products, the house organ wants this point emphasised. As a matter of fact with this difference, almost any story of general interest which would be published by a trade magazine would also be acceptable for publication in a house organ.

39. Before sending material to a house organ it is advisable to get into touch with the editor to ascertain the kind of photographs, if any, which he may want.

THE SPECIALIZED FIELD

40. The trade papers and house organs have been treated separately because each comprises many different classes of magazines and other publications. In addition to these two great classes there are a great number of other specialized groups based upon occupation, sport, and specific interest. Of these groups, perhaps the agricultural and religious groups are the largest.

41. The agricultural press includes so many publications that it also might be treated as a great class, but as all of the divisions are so closely interlocked, the entire group is treated as one.

42. The agricultural publications include Farming, Dairying, Stock Raising (Horses, Cattle, Sheep, Hogs, Chickens, Pets, Rabbits, Fur Bearing Animals and others). Various kinds of journals devoted to the breeding of thoroughbred stock, as distinguished from animals raised for their flesh or fur, Specialized crop interests (Corn, Wheat, General Cereals, Rice, Tobacco, Cotton, Tree Fruits, Citrus Fruits and so

Fig. 3.—*A specially posed study suitable for either trade paper or advertisement.*

forth), Farm Mechanics, Farm Power, Rural Cultural interests, The Rural Home, and many others. Anything which directly affects the interests of a large group of rural residents has its own publication.

INFLUENCE OF LOCALITY

43. Agricultural publications are also divided into two great classes, general and local. The papers for general circulation throughout the country deal with general interests while those for local circulation deal primarily with the problems peculiar to the region in which they circulate. For example a local publication issued from Seattle would probably deal with cereals and fruits in general while one issued in Jacksonville would no doubt be largely devoted to garden vegetables, citrus fruit, cotton and tobacco.

44. There might be a Dairy monthly and a Wheat weekly published in the same city and serving the same territory, but even so you would not try to sell pictures of prize cattle to the wheat journal, nor a picture of a new harvester to the dairy paper.

45. The material used by the agricultural magazines is so varied in character that type descriptions cannot be given. Here again, we must repeat, *Study the publication with which you want to work and make the kind of photographs which are used by that editor!*

46. *RELIGIOUS PUBLICATIONS* are almost as varied in character. There are some which relate strictly to sectarian policies, politics and belief, some to the social life of the religious community, and others, notably among the Jewish publications, which are interested in anything which affects the Jewish people. Many religious publications are largely propaganda, and among the Protestant publications are many so liberal that they are recognized as being religious publications only through reading the publisher's copyright notice. These include many publications for young people, some of which are specifically published for boys or for girls.

47. Your best market in this field—unless you have pictures made abroad which would be suitable for a missionary publication—will be in those subjects which particularly appeal to young people and which have educational or cultural value. These would include photographs showing how to make things, how to do interesting things, nature study, attractive outdoor scenes and so forth. Again the field is so varied that you should study the publication and correspond with the editor before submitting material for publication. Contrary to general belief many of the religious publications pay very well for material used.

48. *SCIENTIFIC PUBLICATIONS* are of two kinds, those intended for the professional scientist and those of more popular interest intended for the men and women of this country who have learned that science holds much of value for them. There is a steadily increasing interest in science and publications such as *The Scientific Monthly, Scientific American, Nature,* and others are, while absolutely authoritative, written in a manner to appeal to the average man and woman.

49. The first class will not offer much market as you would have to be engaged in scientific work in order to be able to supply the type of material used, and also because journals of this kind do not use a great deal of illustrative material. *Science* is the typical publication of this class.

50. In making photographs for any of these magazines, be sure that your captions and descriptive matter are accurate, for errors will count more heavily against you in these than in any other publications.

POPULAR MECHANICAL PRESS

51. There is a third general group which belongs in this division. Such publications as *Popular Mechanics* and others report items of general interest in the world of science particularly as applied to mechanics—that is flying, motoring, manufacturing, transportation, handicraft, radio, industrial and commercial devices of all descriptions, and similar subjects. There are a number of these publications, most of them of high quality, most of them pay well and are most considerate of the photographic journalist.

SPECIALIZED PRESS

52. In the more specialized sub-branches of this class the most noted are those devoted to radio and to flying, while the journals devoted to photography may well be included.

53. More highly specialized publications devoted to biology, botany, astronomy and other sciences are well known. These are for the amateur rather than the professional and afford an interesting field for those of you who happen to be interested in one of these branches of science.

ACCURACY ESSENTIAL

54. In contributing to all of these subdivisions of the scientific press, the first consideration is accuracy. Your readers are accustomed to thinking with scientific precision, and will soon detect any errors or misstatements. One publication in this field approached very near to bankruptcy and was saved only by reorganization, because it repeatedly published accounts and illustrations which were of great interest, yet which careful examination would show to be impossible in actual operation—as the Patent Office would say, they were inoperative. Such inaccurate accounts of inventions and scientific advances are quite common in the newspapers, but they cannot be forgiven in a publication which pretends to be scientific. For this reason you must be SURE of your facts, before going ahead.

55. The next requirement for these publications is clarity. Although the majority of readers are well versed in the fields covered, there is a tremendous popular reader class and for these, be sure that your photograph clearly shows the point or points of interest and be sure that your written explanation describes these points so that they cannot be misunderstood by even those totally uninformed regarding this particular subject.

HUMAN INTEREST

56. In the third place, make sure that your photographs have some points of human interest. Have ACTION in every photograph. Show the device in use, show the inventor with his invention rather than posed for a portrait—and use a pretty girl as a model when the subject matter is appropriate.

57. You may think the continued insistence of using an attractive girl in pictures is in questionable taste and more fitted for the collegiate press than any other, but this is not the case. When the use of an *attractive* girl is mentioned the overdressed, show-girl type is not meant, but the type of girl who really does things in this country of ours. She may be an extremely efficient private secretary, or she may be a girl at home, but she should combine attractiveness with intelligence.

FIRST PURPOSE OF PICTURES

58. It is well known in publishers' offices that a picture which includes a pretty girl, a baby or an animal will stop nine readers out of ten. Perhaps you have not stopped to think just why pictures are used so lavishly in magazines. The fact that they illustrate the text matter is secondary. That might be done by pencil sketches—but when a reader idly turns through the pages of a magazine on sale, sees several pictures which interest him and attract him, he buys that magazine. If he finds that this magazine publishes pictures of this kind every month he becomes a regular reader. Therefore *pictures sell the magazine!*

59. You might read a wonderful account of some new scientific instrument, yet you probably would never have known of its existence if you had not been attracted by the pictures. Let us take a specific example.

60. You glance through a magazine, and upon one page you see a photograph of a huge circle with a multitude of hand wheels and levers placed about a tiny central spot. You are not interested, and pass on.

61. However in another magazine you see a very pretty girl peering into the eyepiece of a large telescope, and at one side in another and smaller illustration you again see the device you saw in the other publication. You wonder just what such a pretty and modern miss is doing in an observatory and what that funny looking gadget has to do with it all, so *you buy the magazine* to find out. You have proven the truth of the old principle because you did just what you were expected to do—*you bought the magazine!*

ATTRACTION THROUGH USE OF INCIDENTAL FIGURE

62. In reading the article you find that it is a story of the bolometer, that extremely delicate instrument used to measure the heat of the heavenly bodies. The girl is merely to attract attention and has no part in the story. The caption explains that she is looking into the eyepiece of the large telescope of the Blank Observatory where the heat measurements are made. The round device is merely an "end-on" view of the eyepiece end of the telescope, where the controls and tube dwarf the actual eyepiece which can be hidden in your pocket. The photograph may include a small rectangular casing which is indicated as housing the bolometer, but after all you have been attracted by a picture only remotely related to the subject matter of the text. In spite of that you are not angry about the subterfuge, but on the contrary you are grateful to the editor for adding an obvious attraction to an account which you found interesting and instructive and one which you would have missed had you not been curious regarding the girl.

63. Just remember that other people, men and women, professors as well as students, scientists as well as salesmen are attracted by the girl.

64. *THE MECHANICAL AND INDUSTRIAL PRESS.* There is little to be said about these subdivisions for of those catering to the popular market, all are included in the scientific press while the specialized ones are included in the trade press.

SUBDIVISIONS OF A CLASS

65. *RADIO PUBLICATIONS.* Radio publications run the gamut from the "*fan*" type with its stories about radio stars, to the technical publication which properly belongs in the scientific classification. *Q. S. T.* for example is the official organ of the Amateur Radio Relay League, whose readers are really expert radio engineers, whose principal interest lies in radio telegraphy rather than in broadcasting of voice and music. Writing for this publication demands a high degree of radio knowledge. *Radio Craft* is also technical, but not so decidedly so. It is published largely for the benefit of the radio serviceman, and to that extent deals with broadcast radio work, and includes many notices of inventions, discoveries and advancement in this field. *Radio World* caters largely to those who build and experiment with broadcast apparatus, while *Radio News* is a magazine of general interest to those interested in all branches of radio work. There are many other publications devoted to this field, but most of them will more or less resemble the four mentioned or will be of the *fan* or *program* type. The two

latter offer but little market, but the rest of the field will always give careful consideration to photographs of radio apparatus, equipment or new devices related to radio.

66. *BUSINESS PUBLICATIONS.* This class of publication offers a rather small market. The photographs used are largely of individuals prominent in business. Other illustrative matter is largely diagrammatic, such as charts, graphs and so forth.

WHAT EVERY MAGAZINE WANTS

67. *GENERAL REQUIREMENTS.* And now, what do ALL of them want? As a matter of fact the editor only wants from you those things which his readers want from him. The editor is merely the go-between, and your principal desire is to know what *THE READER* wants. So, let us change our question to this: *"What does the reader want?"*

68. Would you want to answer that question? If you can answer it properly, your success in photographic journalism is assured. After all the answer is simple, very simple indeed. It is:

69. *The reader wants to be entertained or instructed!*

70. Eight words contain the secret of success in photographic journalism. Never lose thought of them. If your pictures entertain or instruct you will sell them, but if they do neither you might as well save postage because they will not sell. I should like to have these three words printed in letters of gold upon every camera used by photographic journalists:

71. ENTERTAIN OR INSTRUCT!

INSTRUCTION

72. Just how are you going to instruct? The *How-to-do-it* series afford us a striking example of this. Suppose you are going to prepare an article telling how to make a brass lamp shade. Your series will probably be:

1. The raw materials
2. Drawing the pattern
3. Preparing the rough shapes
4. The preliminary operations
5. Finishing the separate pieces
6. Assembly
7. Putting in the panels
8. The final touches
9. The completed shade

73. Here you have a series which tells HOW to do a certain thing,

and does it better than many hundreds of words could do. You are telling how to make a lamp shade and you are telling the story in pictures. You are giving *instruction* by the visual method.

74. Any picture which tells how to do a thing, any picture which shows us something which we cannot visit in real life, any picture which in any way adds to our scope of useful knowledge serves as *instruction.*

75. And how may we entertain? This will be a little more clear if we ask instead *How may we arouse interest?*

ENTERTAINMENT

76. True, many instructive photographs are interesting, but the non-instructive photograph must contain even more interest or else it would not succeed. The instructive picture may be examined closely because of its value, but the one which is of no interest and no instructive value would be totally ignored.

77. Of all interests, none surpasses in its appeal that one known as *HUMAN INTEREST.* You would do well to read over again the first lesson assignment where this subject is dealt with. To make use of a specific example:

78. An airplane was recently perfected which enabled the pilot to make a perfect landing with his hands off the controls. A photograph of the grounded plane did not sell, but one which showed the actual landing with the pilot's hands held over his head, was published in many great metropolitan newspapers, in most of the aviation journals and in many general magazines. Here we had *action* and a *human being doing something*—human interest to a high degree.

79. There are few photographs which cannot be improved by the introduction of the human figure. For example a hand holding a pen is far more effective than the pen alone. It is of course understood that any part of the body, hand, foot, even a single finger, is a human interest element.

80. We may attempt to classify the interests, remembering that the classifications merge into each other so subtly that a distinct division can not be made. (Compare with the general outline given in Lesson III [Paragraph 64].) This gives in more direct form the outline of the interest factors. These interests affect material prepared for the trade press as well as that prepared for the general press.

I. General Interest
  A. Human Interest
    a. Specific Interest
      1. Babies

2. Girls
3. Old age

b. Emotional and Mental Interest
1. Sympathy
2. Sentiment
3. Food
4. Money
5. Heroics
6. Love

B. Nature Interest, (Secondary human interest)
a. Animal life
1. "Trained" animals (Human mimicry)
2. Pet animals
3. Domestic animals
4. Domesticated animals
5. Captive wild animals
6. Wild animals

b. Inanimate life
1. Plant life
2. Inorganic life

C. Æsthetic Interest
a. Beauty
1. Natural
2. Design
a. Rhythm
b. Composition

D. Artificial Interest
a. Contrast
b. Association
c. Definitive
d. Deliberate introduction of a feature of interest
e. By caption

81. This outline may prove of value as a rough plan of the factors contributing to the interest of a photograph.

82. In trying to analyse the pictures required by any special class of publication, the analysis will be decidedly similar to that obtained through the analysis of any publication. The difference does not lie in any difference in the basic factors, but in the specific application of the factor.

SPECIFIC APPLICATION OF GENERAL INTEREST FACTOR

83. In a musical journal we see an account of a twelve year old violinist, in an aviation journal we see a photograph of a thirteen

year old pilot. In Indiana a ten year old boy wins a prize for corn raising and in Los Angeles a twelve year old girl wins a swimming match. A mere lad is seen at the throttle of a locomotive and a child is shown beside a huge cypress log. The druggist sees a picture of a boy in bed with the physician administering antitoxin and a group of boys and girls playing are shown in an article about rubber soled shoes. What is the essential difference in these pictures? None. Only the specific application of the interest has been changed to meet the peculiar requirements of the class publication in which it appears.

84. The trade and specialty press wants just the same material that the general magazines do, but it wants them made so that they include a specific application of the particular interest involved, and application appropriate to the specific class interests served by that publication.

85. The important thing to do is to put *trade interest* into your subject. This may be illustrated by this example. We will assume that this time you are traveling in one of the Central American republics and observing unusual interest which is being shown in good roads, you decide to make a set of photographs and write a short description dealing with the awakening interest in automobiling in this republic.

86. The original material takes the point of view that transportation is a vital factor in the advancement of civilization and so this country is showing a commendable spirit of progress in working to facilitate transportation. This is the essay type of article in which the written material has a paramount value.

DEVELOP ALL ANGLES OF THE SUBJECT

87. At the same time you will prepare a popular travel series which attacks the subject from the standpoint that these people have learned to like the luxury of automobile travel, and that with this advance has come the necessity for good roads.

88. So far so good. We will assume that you have followed the accepted principles of photographic journalism in preparing these photographs, but now you are ready to make additional ones for the trade press. You make closeups of the workers engaged in every stage of the construction. This you send to some magazine such as *Highway Construction* and you will find that it is well received. *Pit and Quarry* would like photographs showing the production of the sand, gravel and stone used in the construction, and some class interest magazines such as *Motor* will be glad for the motoring aspect.

THE HOUSE ORGAN AS AN ADDITIONAL MARKET

89. But even yet you are not done. For example you see that the grading and concrete mixing is being done by machinery manufac-

tured by the *International Automotive Corporation.* You know from your notes that this corporation publishes a house organ called *Intermotive.* You make photographs which bring these machines into the most prominent notice. You secure information from the engineer in charge concerning the performance of these machines and you incorporate all of this in your report and description. If you can put a brief outline of the best parts of the engineer's report into a letter and have him sign it, you will be sure of favorable consideration for your photographs.

ADVERTISING AND PUBLICITY PHOTOGRAPHS

90. You see three or four *Chrysalis* tractors hauling heavy loads and you repeat the process getting material for *The Crawler* the house organ of the tractor people. You also see such things as Dumont explosives which gives you the idea of securing a photograph of a blast. The workmen wearing trademarked *Akron* rubber boots is not to be overlooked. In fact wherever you turn your eyes you see trademarked articles, the manufacturers of which would be glad to receive photographs taken in this far off location.

MULTIPLYING SALES

91. As a result you have two features, two trade features, one class feature, a dozen or so house organ stories and thirty or forty photographs to submit to advertisers—well, after you have secured a little practice in writing to accompany your photography, such a day provides the material which should eventually bring you from five hundred to a thousand dollars, and that is a conservative estimate if the photographs are really good.

92. This shows how much material developed for sale to the general interest magazine may be easily adapted for sale to the technical, trade and specialized press. This is a method of making duplicate sales without any breach of ethics.

ETHICAL DUPLICATION OF SALES

93. Not only can this be done, but a single central idea may be developed into features for two or more trade publications without objection. Thus in the feature referred to *Pit and Quarry* was interested only in the raw material. This magazine in no way competes with *Highway Construction.* As a matter of fact trade papers devoted to portable power plants, one devoted to the use of concrete and another interested in iron as used for reinforcement could all be served with the same feature *altered in central interest to conform to the principal interest of the publication involved!* Do not forget that the magazine

serves a definite field and that material published *must* conform to the interests of that field.

94. This restriction is an advantage as it marks definite limits of competition and provides us with a multiplicity of non-competitive markets for a number of sets, all developed about a single central idea.

95. Do not neglect the possibilities of the specialized and trade fields. If you have practiced a trade or profession, if you are an enthusiast in any sport or pastime, you have expert knowledge which may be turned into cash, for by working in those fields with which you are familiar you will reap the greatest and most immediate rewards to be found in the trade and specialized field.

MEMORANDUM

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